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SEGA ANNOUNCES SONIC AND THE BLACK KNIGHT

A new addition to the Storybook Series of Sonic Titles

SAN FRANCISCO & LONDON (July 21, 2008) –SEGA of Europe Ltd. and SEGA® of America, Inc. today announced *Sonic™ and the Black Knight*, an all-new Wii-exclusive adventure. Part of the storybook series of games that began with Sonic and the Secret Rings, this new title brings Sonic into the world of Arthurian legend and offers the worlds most infamous blue hedgehog the chance to become a knight. Using the unique Wii control system, this exciting game will take advantage of both the Wii Remote and the Nunchuk to offer an interactive experience that any Sonic fans will love.

Created by Sonic Team in Japan, this innovative game takes Sonic into a medieval world and arms him with a sword to aid in his effort to save the day. Sonic and the Black Knight will provide Sonic fans with an irresistible cast of characters and teach them all what it takes to be a true hero and the ultimate knight. With a series of missions taking place in stunning Arthurian-inspired locations, Sonic and the Black Knight promises to offer a fast-paced adventure that gamers of all ages will enjoy.

“After the success of Sonic and the Secret Rings we’re delighted to announce a second title in the Storybook Series,” said Gary

Knight, European Marketing Director, SEGA Europe, “Following Sonic on his way to knighthood will excite players of all ages.”

Sonic and the Black Knight, exclusively for the Wii, will be out in Spring 2009.
For more information about the game, please visit www.sega.co.uk.
For assets, please visit www.sega-press.com.

About SEGA Europe Ltd.:
SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe’s web site is located at www.sega-europe.com.

About SEGA of America Inc.:
SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA of America’s Web site is located at www.sega.com.